Love City Strong, Inc. is a United States & U.S. Virgin Islands recognized 501(c)(3) nonprofit organization, EIN 66-08872734.
ACKNOWLEDGEMENTS

Love City Strong, Inc. would like to extend its sincerest gratitude to the many private donors whose unrestricted contributions made the data collection and reporting process for this project possible. We would also like to acknowledge our Executive Board, who approved funding for this project and have supported it from the beginning.

Particular recognition is given to Jonathan Auerbach, Amanda Ernlund, and Victoria Cerullo, as well as to the Program Committee of the Data for Good Exchange Program, whose commitment to ensuring that data science is used to encourage social programs was integral to the validation of data used in this report.

Finally, we must express our gratitude to the hundreds of residents who voluntarily participated in the data collection process. Your feedback, candor, and support of this project has been invaluable.
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Executive Summary

Following the devastating impact of Hurricanes Irma and Maria in 2017, the number of unemployed workers on St. John rose dramatically due to a variety of factors. There is a large portion of the population who had formerly worked in the service industry, but the number of jobs in that sector has decreased sharply from what it was pre-storms. Careers in construction and rebuild have, understandably, been in high demand; yet some residents have found it difficult to access these employment opportunities without prior training, and contractors have resorted to utilizing scores of off-island labor to expeditiously complete work. While these methods have helped move the island’s infrastructural recovery forward, they hinder the progress of the island’s economic recovery, both short-term and long-term.

Limited or no access to vocational courses and job skills training on St. John prior to the hurricanes of 2017 have made it possible for this gap to exist. While programs are in place on our sister islands, those without the means to travel from St. John on a regular basis cannot access them. Roadblocks for many individuals to participate in such programs include financial status, access to affordable childcare, access to public transportation, and access to technology. The need to create a comprehensive and inclusive approach to workforce development for St. John is evident.

At Love City Strong, we believe that both reliable data and community feedback are essential to building all of our programming, and are integral to understanding the needs of the community. Seeking to better understand the current economic conditions on St. John, we actioned a community-wide, voluntary survey of individual residents in May 2018 concerning household education, employment, and demographics. Information was collected from roughly 12 percent of the estimated population\(^1\), or 575 residents.

Our goal in collecting and reporting this data is that we and other community organizations and nonprofits might use it to support future workforce development and economic growth programs that specifically benefit the St. John community. This data represents a snapshot of the island’s socio-economic climate in 2018; a constantly evolving aspect of our community as we continue the road to recovery.

For those living on St. John, roadblocks to success are easily recognizable. However, creating solutions to these roadblocks starts with not only identifying them, but by providing comprehensive, reliable information to prove to others that they exist, and that we can work together to fix them. We hope that our data will be a helpful tool that encourages creative solutions to pervasive issues facing the community, and that it is useful to any and all who share our goal of strengthening St. John from the roots up.

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\(^1\) Population estimates for this data set are based on the 2010 census; the last population census completed in the territory and approved by both the government of the U.S. Virgin Islands and the government of the United States, which lists the population of St. John as 4,170 individuals.
**Organizational Background & Mission**

Love City Strong began as a grassroots effort of St. John, USVI residents who came together in the direct aftermath of Hurricanes Irma and Maria in September 2017. Within 24 hours of the first storm, our immediate goal became clear: Mobilize volunteers within the community to address the most pressing issues associated with the immediate recovery efforts.

Our team was quickly recognized by federal and local government partners and were brought in on immediate disaster needs projects. In late November 2017, we officially became Love City Strong, Inc., a 501(c)(3) status non-profit organization recognized in the United States and the US Virgin Islands.

Love City Strong’s early organizational mandate has developed into a comprehensive package of short term and long term projects, each deeply tied to the wellbeing of the St. John community. Our goals are supported by a team with diverse skill sets, bonded by our shared experience of these devastating storms and our desire to see our community thrive. Short term projects and their associated teams are specifically targeted at the most critical needs at this stage in the recovery, while longer term projects aim to increase resiliency and preparedness on island through multiple complementary sectors. Love City Strong works with appropriate partnering agencies, both in the public and private sector, on various initiatives in line with our stated mission and goals. We aspire to be a part of a strong, resilient, prepared St. John, and will continue to develop programming to fill needs in the areas of community health and wellbeing as they arise.

As stated in our Bylaws, Love City Strong serves the community of St. John, USVI in addressing community wellness and disaster preparedness needs that fall outside of the jurisdiction of other entities. The specific objectives of the organization are:

- Leading projects that educate the community in best processes in immediate aftermath of a disaster and in the long-term recovery phase, ensuring that St. John is better informed and prepared for future disaster situations.

- Providing logistical support to other NGOs and government agencies both federal and territorial, in areas of disaster recovery and in areas of community wellness.

- Sourcing labor for our projects from St. John residents, which directs money into the local economy and develops assets for future disaster response situations.

At the core of everything that we do, Love City Strong strives to:

- Have respect for the communities we work with and serve.

- Have integrity in our actions.

- Have responsibility for our decisions, both as individuals and as a corporation, and their consequences.
Project Background

Following Hurricanes Irma and Maria, a large number of St. John businesses were temporarily or permanently closed due to irreparable damage or repairs needed, and many others have been unable to employ the same number of individuals due to economic hardship. Two of the island’s largest employers, Caneel Bay Resort and the Westin Resort, were forced to suspend operations due to the storms, resulting in a massive loss of employment that has impacted the island for over a year.

Economic conditions created by the storms exacerbated an already unstable economic reality on St. John. Love City Strong had set out to form creative solutions to the issue of workforce development as a means of promoting economic stability. However, presenting evidence that there are indeed economic issues facing the island that are worthy of funding from federal and private donors proved to be a challenge. Not only are demographic and economic data for U.S. territories reported less frequently than for the continental United States, but this data is often inconsistent, outdated, and in some cases completely absent.

According to the Virgin Islands Electronic Workforce System (ViEWS), a private entity dealing in job placement within the territory, the unemployment rate on the combined St. John/St. Thomas district was 7.2%, or 3,277 individuals, in October, 2018. However, these numbers only consider registered voters over the age of 16 with a physical address and who report their employment status to the Virgin Islands Department of Labor; they do not consider the large number of undocumented persons, seasonal and transplant workers, or individuals living in a shared home or on a property with multiple dwellings assigned to the same address. They are also not statistically representative of St. John solely, combining data with St. Thomas for a general overview; they are not seasonally adjusted, or third-party validated. The data provided by the Department of Labor is “not comparable with labor force estimates developed as part of the national cooperative program. Virgin Islands estimates reflect the use of prescribed BLS methodology but are not adjusted to an independent estimate.” Thus, a large portion of the population of St. John is not represented in these statistics.

In 2015, an independent report was generated by the Virgin Islands Bureau of Economic Research concerning unemployment, household income, and general labor statistics for the territory. Due to a lack of consistent reporting from some territorial agencies in these areas, the report’s data concerns the economic state of the territory only from 2000-2013, and this date range is inconsistent across the various data sets. The report found that there was a marked economic downturn in the territory through 2013. The unemployment rate for St. Thomas and St. John increased from 5 percent in 2007 to 11.8 percent in 2013. The unemployment rate for the USVI was 13.4 percent as of August 2014; statistics regarding individual islands were not available at the time that the report aggregated its data. Unlike the aforementioned data generated by ViEWS, youth and undocumented individuals were considered in the data set.

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3 https://www.vidol.gov/labor-statistics/
Conflicting, inconsistently sourced, and outdated data made it difficult for us to identify what the reality was for the residents of St. John after the storms of 2017, and thus envision solutions to economic challenges facing residents. To source data that was current and reliable concerning the economic state of the island, and to better understand the needs and desires of a wide breadth of St. John residents by hearing it directly from them, LCS deployed an Employment, Education, and Demographics survey of St. John in May 2018.

The survey was completed, and its results catalogued, in August 2018. For four months, the Love City Strong Go Team visited households across the island, meeting residents and explaining our belief that reliable data is needed to source funding for projects that can benefit St. John. The response to our data collection and our reasoning was overwhelmingly positive.

Using mapping data uploaded to USVI.MapGeo.IO last updated in October 2017, LCS printed road and parcel mapping for areas on St. John with private residences. This mapping excludes the 60% of the island that is designated Virgin Islands National Park and owned by the Department of Interior. The remaining 40% of the areas were divided by LCS into 33 sectors.

The sampling size of respondents from these 33 sectors assumed that the current population of St. John is reflective of 2010 census data, placing the population at an estimated 4,170. In order to achieve a sample of this population with a margin of error between 2 and 4% (for a 95% confidence level), data was gathered from roughly 12% of the population, or no less than 525 respondents. In total, 575 residents were surveyed by the Go Team. No restrictions or limitations to respondent age, race, nationality, gender, or other demographics were considered in order to achieve as randomized of a data sample as possible. Data from each sector was collected Monday through Saturday, between either 10am to 2pm or 2pm to 6pm.

To ensure that our data was as reliable as possible and further validated by a third-party, LCS partnered with data analysts from the Bloomberg LP and New York City Media Lab Data for Good Exchange (D4GX) Project. The project’s goal is to demonstrate “how data scientists, corporations, policy makers and researchers can collaborate on data science projects that result in positive social outcomes, ensuring that the data science we practice focuses on everyone having a stake, making it solid, fair, and equitable.” Each summer, the program pairs data scientists with selected nonprofits and municipalities around the world for this purpose.

In August 2018, Jonathan Auerbach and Amanda Ernlund performed a statistical analysis of our survey data. Ernlund was a graduate research student at NYU Langone Medical Center; Auerbach was a PhD Candidate in the Department of Statistics at Columbia University. Auerbach and Ernlund constructed sampling weights in two steps for data that could be weighted against the 2010 census data. First, weights were calculated from the survey design. The weights were chosen to equal the inverse probability a respondent would be selected for an interview. The weights were estimated from the 2010 Census.

Second, the weights were adjusted by raking to post strata formed from the following marginal populations as determined by the following four variables recorded in the 2010 Census: Age (17>, 25-34, 35-44, 45-54, 55-64, 65-74, >74), Sex (Male, Female), Race/Ethnicity (NH White, NH Black, Hispanic),

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5 https://www.bloomberg.com/company/d4gx/
and Nativity/Citizenship (Continental US, Territory, Naturalized, Not a Citizen). The survey package\textsuperscript{7} for the statistical software R\textsuperscript{8} was used. The design weights were calculated in the first step so that the LCS sample would represent the St. John population at large. The 2010 population was chosen because the 2010 Census is the most recent enumeration of the St. John population.

Raking was performed in the second step to make the population estimates consistent with the 2010 population and to adjust for possible unit nonresponse. Raking is a standard adjustment method when only marginal information is known about the population\textsuperscript{9}.

Included in the next section are graphic representations of a few data points of interest from the survey. The full extent of the questions asked is included in Appendix A (Sample Survey).

\textsuperscript{9} Deming, W. Edwards, and Frederick F. Stephan. On a least squares adjustment of a sampled frequency table when the expected marginal totals are known. The Annals of Mathematical Statistics 11.4, 1940: 427-444.
Demographic Data at a Glance

The majority of survey respondents were over the age of 35. 2.9% were between the ages of 18-24; 13.4% were between the ages of 25-34; 14.7% were between the ages of 35-44; 17% were between the ages of 45-54; 23% were between the ages of 55-64; 20% were between the ages of 65-74, and 7% were age 75 or older. 2 individual respondents were age 17 or under, and 1 respondent declined to answer the question.

Q1.1 What ethnicity, race, or origin do you most identify with [select one]
In response to the question “What ethnicity, race or origin do you most identify with?,” 305 of those surveyed responded “White;” 227 responded “Black;” 30 responded “Hispanic/Latino;” and 13 responded “Other.” Response options were crafted to reflect the options given by the 2010 census.

Q1.4 Are you a citizen of the United States?

- Yes, born in the Continental US: 340 (59.1%)
- Yes, born in the Virgin Islands or other U.S. territory: 136 (23.7%)
- Yes, through naturalization: 1 (0.2%)
- No: 57 (9.8%)

In response to the question “Are you a citizen of the United States?” 59.1% of those surveyed responded “Yes, born in the continental United States;” 23.7% responded “Yes, born in the Virgin Islands or other U.S. territory;” 13.2% responded “Yes, through naturalization;” and 3.8% responded “No.”

Q1.5 How many months of the year do you live on St. John?

- Two: 6
- Three: 3
- Four: 4
- Six: 7
- Seven: 6
- Eight: 4
- Nine: 7
- Ten: 13
- Eleven: 20
- Twelve: 503

In response to the question “Approximately how many months out of the year do you live on St. John?,” 503 responded 12 months of the year; 20 responded 11 months out of the year, 13 responded 10 months out of the year, and the remaining 43 respondents said 9 months or fewer.
Education Data at a Glance

Survey questions concerning education asked for information pertaining to all individuals presently living in the household; not solely the survey respondent. The questions included “How many individuals in your home right now have graduated university” and “How many individuals in your home right now have attended a post-graduate program.” Data collected reflects the education level 1,343 individuals living on St. John based on the answers provided by the respondents.

The combined levels of education for each home based on individual responses are as follows:

High school diploma: 925
Vocational training: 271
Some college credit: 69
One or more years of college but, no degree: 91
Associate’s degree (AA, AS): 69
Bachelor’s degree (BA, BS): 333
Masters degree (MA, MS, MEng, MEd, MSW, MBA): 87
Professional degree (MD, DDS, DVM, LLB, JD): 13
Doctorate degree (PhD, EdD): 19

TOTAL: 1,343 individuals from 575 total households

Of the 575 households surveyed, 202 individuals living in these homes were reported by the individual respondents to be currently enrolled in high school or college.

In response to the question “Do you think that St. John would benefit from a vocational school with programs for youth and for adults?,” 573 individuals responded “Yes,” and 2 individuals responded “No.”
Employment Data at a Glance

Of the 575 survey respondents, 9% of respondents stated that they were presently “Unemployed,” and 2% responded that they were “not actively looking for employment.” Of the respondents who answered that they were “unemployed and currently looking for work,” 7% of them responded that they had been previously employed before Hurricanes Irma and Maria and were no longer employed.

Q1.10 Did your place of work change after Irma?

N/A
0.2%

N
66.6%

Y
33.2%

In response to the question “Did your place of work change after Hurricane Irma?” 33.2% of those surveyed responded “Yes” and 66.6% responded “No.”
In response to the question “Did your occupation change after Hurricane Irma?,” 29.7% of those surveyed responded “Yes,” 70.1% responded “No,” and .2% responded “N/A (not applicable).”

Unemployment was found to be a pervasive issue among residents over the age of 30. The data demonstrates that the three age groups with the highest unemployment rate in response to the question “What is your employment status right now?,” in order of highest reported unemployment to lowest, were ages 55-64; ages 35-44, and ages 45-54.
In response to the question “Which of the following best describes your current occupation?,” the five occupations most reported by survey respondents (in ascending order) were as follows: “I Am Retired,” “Self-Employed,” “Other,” “Unemployed,” and “Hospitality (Restaurant/Bar).” Many respondents reported that they were juggling multiple jobs or doing different kinds of work under the table and inconsistently, resulting in the “Other” response.

Questions concerning income had the lowest response rate of any other survey question. In response to the question “By your best estimate, what is your personal annual income?,” 47 individuals surveyed refused to answer or said that they could not answer the question.

The most common responses to the question of annual personal income (in ascending order) were “$5,000 or less,” “$10,000 - $15,000,” “$20,000 - $25,000” and “$5,000 - $10,000.” These responses total over 50% of the total number of respondents to this question; the annual median household income in the Territory is estimated to be $37,254 annually; there is no data available solely for St. John.

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Conclusion

Through research, careful planning, and implementation our team was able to reach people from all demographics and geographical regions to provide the information in this report. In addition to gathering valuable statistical data, we were also able to engage with the community and discuss with residents both the frustration with lack of current opportunities, and see firsthand their enthusiasm for change.

There is no single solution for issues surrounding workforce development and economic growth on St. John. It is our hope that, using this snapshot of St. John’s economic status in 2018, community organizations and nonprofits will be able to tangibly demonstrate the island’s needs to potential donors across a variety of sectors, gaining access to funding for programs that promote economic stability, workforce development, and youth education.

The socioeconomic climate of St. John has rarely, if ever, been accurately measured. Statistics gathered over the last few decades have been incomplete, and often neglect to recognize this island as an independent entity. Access to quality education and vocational training has always been limited because of funding issues and the ability of residents to travel to our sister islands. As we work to improve facets of the community after the destruction of Hurricanes Irma and Maria, it is critical that we address this long standing need. It is our belief that by creating and diversifying economic opportunities available to the residents of St. John, we strengthen the community for the future.
LOVE CITY STRONG EDUCATION, EMPLOYMENT, AND DEMOGRAPHICS SURVEY

SECTOR/ADDRESS: __________________/_________________

DATE OF SURVEY:_____/_____/_____
TIME:_____:_____  AM    PM

DAY OF THE WEEK: MON  TUES  WED  THURS  FRI  SAT  SUN

Section 1: Demographic of Respondent

1. How old are you [select one]?
   a. 17>  b. 18-24  c. 25-34  d. 35-44  e. 45-54  f. 55-64  g. 65-74  h. 75<

2. Which ethnicity, race, or origin do you most identify with [select one]?
   a. Black  b. White  c. Hispanic or Latino  d. Other

3. What gender do you most identify with [select one]?
   a. Male  b. Female  c. Self-identify

4. Are you a citizen of the United States:
   a. Yes, born in the continental United States
   b. Yes, born in the U.S. Virgin Islands or other U.S. territory
   c. Yes, through naturalization (born outside the U.S. or territory; legally emigrated)
   d. No

5. Approximately how many months out of the year do you live on St. John?
   1□  2□  3□  4□  5□  6□  7□  8□  9□  10□  11□  12□

6. Do you rent or own your home?
   a. Rent  b. Own  c. I do not pay rent or mortgage, I just live in the home

7. What is your employment status right now?
   a. Full Time  f. Disabled and not able to work
   b. Part Time (even as little as an hour)
   c. Unemployed and looking for work
   d. Unemployed and NOT looking for work
   e. Retired
8. What was your employment status before Hurricane Irma?
   a. Full Time □
   b. Part Time (even as little as an hour) □
   c. Unemployed and looking for work □
   d. Unemployed and NOT looking for work □
   e. Retired □
   f. Disabled and not able to work □

9. Which of the following best describes your current occupation? [select all that apply]
   1. Hospitality - Restaurant/Bar □
   2. Retail/Sales □
   3. Hospitality - Rental Property □
   4. Hospitality - Hotel/Resort □
   5. Real Estate/Property Sales □
   6. Event/Catering Services □
   7. Custodial/Janitorial/House Cleaning Services □
   8. Marine charter company □
   9. Landscaping □
   10. Construction - Certified/Licensed Contractor □
   11. Construction - Non-certified/non-licensed or subcontractor □
   12. Waste management (non-government) □
   13. Education □
   14. Computers/Information Technology □
   15. Territory Government employee □
   16. Federal Government employee □
   17. Nonprofit employee (include churches) □
   18. Legal services □
   19. Medical services (private or public) □
   20. Emergency Response (EMS, Fire Department, etc.) □
   21. Police □
   22. Military □
   23. Self-Employed □
   24. Unemployed □
   25. I am retired □
   26. Other □

10. Did your occupation change after Hurricane Irma? Y □ N □

11. Did your place of work change after Hurricane Irma? Y □ N □

12. By your best estimate, what is your personal annual income? [select one]
   1. $5,000 □
   2. $5,000 - $10,000 □
   3. $10,000 - $15,000 □
   4. $15,000 - $20,000 □
   5. $20,000 - $25,000 □
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   35. $175,000 - $180,000 □
   36. $180,000 - $185,000 □
   37. $185,000 - $190,000 □
   38. $190,000 - $195,000 □
   39. $195,000 - $200,000 □
   40. $200,000< □

13. How do you usually get to work? [select all that apply]
   a. Car, truck, van □
   b. Public bus □
14. How do you get information on community news, community events, and current events?
[select all that apply]

- a. Newspaper
- b. Radio
- c. Television
- d. At church
- e. Community bulletin boards (Connections, Marketplace, etc.)
- f. Social Media (Facebook, Twitter, etc.)
- g. Online sources
- h. Word of mouth

Section 2: Demographic of Household

1. **Including yourself**, what is the total number of persons living in your home right now?

   1  2  3  4  5  6  7  8  9  10  11  12

2. What are the ages of the individuals living in your home right now?
   [put the number of people for each age next to the appropriate selection]

   a. 17+ [ ]
   b. 18-24 [ ]
   c. 25-34 [ ]
   d. 35-44 [ ]
   e. 45-54 [ ]
   f. 55-64 [ ]
   g. 65-74 [ ]
   h. 75< [ ]

3. How many individuals living in your home right now identify as a part of the following ethnicities, races, or origins?
   [put the number of people for each category next to the appropriate selection]

   a. Black [ ]
   b. White [ ]
   c. Hispanic or Latino [ ]
   d. Other [ ]

Section 3: Household Employment - **Including yourself**...

1. How many individuals living in your home right now are employed
   (full-time or part-time)? [ ]

2. How many individuals living in your home right now are unemployed and looking for work? [ ]

3. How many individuals in your home right now are unemployed and NOT looking for work? [ ]
4. How many individuals in your home right now are Retired or Disabled and not able to work?[__]

5. By your best estimate, what is your household’s **TOTAL** annual income [select one]?

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**Section 4: Education**

1. How many individuals in your home right now are currently attending school or college?  
   - 0  1  2  3  4  5  6  7  8  9  10  11  12

2. How many individuals in your home right now have graduated high school?  
   - 0  1  2  3  4  5  6  7  8  9  10  11  12

3. How many individuals in your home right now have graduated university?  
   - [Write the number of people for each category next to the appropriate selection]  
     a. Some college credit, but less than 1 year[____]  
     b. 1 or more years of college credit, but no degree[____]  
     c. Associate’s Degree (AA, AS)[____]  
     d. Bachelor’s Degree (BA, BS) [____]

4. How many individuals in your home right now have attended a post-graduate program?  
   - [put the number of people for each category next to the appropriate selection]  
     a. Master’s Degree (MA, MS, MEng, MEd, MSW, MBA)[____]  
     b. Professional Degree (MD, DDS, DVM, LLB, JD)[____]  
     c. Doctorate Degree (PhD, EdD)[____]

5. How many individuals in your home right now have ever attended a vocational/work training program?  
   - 0  1  2  3  4  5  6  7  8  9  10  11  12
Section 5: Vocational Program
1. Do you think that St. John would benefit from a vocational school with programs for youth and for adults?   Y□   N□

Section 6: Generator Information

1. Do you have a working generator at your home?   Y□   N□

2. If you answered yes, have you performed any maintenance on your generator since January, 2018?   Y□   N□

3. If you answered yes to question 2, do you follow the manufacturer’s maintenance guidelines for your generator?   Y□   N□

4. Do you own a Carbon Monoxide detector?   Y□   N□

Thank you for your participation!

FOR PRIVACY- PLEASE REMOVE SIGNATURE PORTION

Your name/signature on this form is for internal use only and will be kept anonymous.

Only your responses to these survey questions will be stored, shared, and used.

Your signature on this form verifies that you willfully authorize your survey responses to be collected by and shared with Love City Strong, Inc. (LCS); its employees, agents, contractors and/or representatives; other agencies that partner with LCS including Territorial, Federal and nonfederal, their contractors, subcontractors and employees; and other non-government or voluntary agencies that partner with LCS, their contractors, subcontractors, employees and volunteers. Information from your survey responses shall be used in a manner that shall be determined at the sole discretion of Love City Strong, Inc.

_________________________________________________________
SIGNATURE OF RESPONDENT